THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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Christmas Gift Buying Hysteria is ripening

IN THE VALLEY OF THE MOON

And were there colors in Moonbeams last week! Used up a lot of paper "leavings" and now we're back to normal, with three basic colors—light green, yellow and mandarin. Easy to read, and still colorful enough.

Women are always trying to find out things they would rather not know. VALLEY WATCH REPAIR, Boyes. Christmas gifts galore.

HANDEL'S RECORD SHOP, 447 1st St. West, Sonoma. Now is the time to lay-away on Hi Fi Record Players for Xmas. All models.

'Nother nice rain this week. Drove into Santa Rosa, and it was dry there. But oooh! the construction going on along the roads leading into the city. Wonder why they wait till so late in the season to do their road work? But they do it in Michigan, too. Spend all spring and most of the summer getting the plans ready, then start to work, and wind up with the roads unfinished when the snow and freezing weather come along.

UNDER-COVER SHOP, Rustic Bldg., Glen Ellen. Lingerie, robes, imported blouses, nurses' uniforms, novelties. Reasonably priced.

Little boy saying his prayers: "Give us this day our daily, slow-baked, vitamin-enriched bread."

LIONS CLUB holiday activities under way. Come to Tuesday's meeting and jump in to help. Good program, good eats.

PALMS IN, Verano. Home of the Lions. Wonderful food, always. Cocktail bar. Finest mixed drinks. Meet Carl and Jim.

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Are we all alone in wishing that Boyes Springs had some usable sidewalks? There's some around the center of town, and that's about all. Where's our civic pride?

Those street excavations have now been there for three weeks, with no signs that they'll ever be filled and the roadways restored to normal. A man we know dang near smashed into one the other day, and the language he used was unprintable in this family and religious journal.

Who's responsible? Probably our supervisor (who doesn't live here). Let's jump all over him.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. Famous for fine food. Clown Room. Delectable drinkables. A friendly place.

We'll be backing Christopher as against Knight for U. S. senator. Lame-duck Knight is due for a licking if he sticks in the race, which we doubt he will. He'll probably wind up as a federal judge of some sort. He's through.

BOYES SPRINGS FOOD CENTER. Holiday time calls for the finest in food—and that's what we stock, at low prices. Take-outs.

"Colonel, just what don't you like about pro football?"

That's easy. First, we hate to see two teams on each side alternate—just a parade of players on and off the field everytime there is a change in ball control. And second, there's mighty little defense in pro ball, in spite of the two teams to a side. It's all offense. You can have it. And we're not too sure it isn't in the same class with wrestling.

LAZY R & T SHOP, 412 First St. East, Sonoma. Full of excellent gift items. Tools. Some furniture. Machine saw filing. Interesting.

Now you want some fresh sea food, some eastern oysters, etc. Once there was an establishment in Sonoma where you could find some, but it's gone. Somebody's missing a good bet.

OUR RESORT, El Verano. Harvey and Melina on duty. Home of draft beer, and the Stein Club. But a good mixologist on duty!

Remember that query we printed a coupla weeks ago: "If a barber shaves everyone in town who doesn't shave himself, does he shave himself?" A reader comes up with two answers, which might be the right ones: The barber is a woman. Or maybe the barber has a full beard.

JIM'S MEATS, at Boyes Springs Food Center. Everything you'll want for Sunday dinners, everyday needs, and the holiday season.

Liquor stores are already stocked with those beautiful holiday bottles, which many a man would like to receive at Christmas time. We'd like one, too, not of course for the contents, but because they'd make beautiful lamps.

LEE'S CHUCK WAGON, Sonoma highway. Formerly Fireside. Excellent food. Prime ribs a specialty. Barbecues. Drinkables.

Moonbeams can go along with Knowland on opposing enormous sums of money to enter the missle race against Russia. We'd rather more money were spent for our tactical air force, and for making our nation an impregnable fortress.

Sure, the Rooskies could send a missle over here, and would do plenty of damage, but within 15 minutes our planes would be pounding hell out of continental Russia.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

Heard this, recently:

Women have many faults, men have only two:
Everything they say, and everything they do.

CHEF CARDINI'S RESTAURANT, Glen Ellen. Formerly Town House. Continental cuisine. Finest foods in the Valley. Cocktails.

Had our demonstration ride in a new Edsel, even drove it for a mile or two. No gearshift. A honey of a car. But as we drive only between Boyes and Sonoma and Glen Ellen, maybe once in two or three months to Santa Rosa, do we need a new car?

ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

A year or so ago someone took the bronze plaque from the Gen. "Fighting Joe" Hooker monument up past Agua Caliente. Looked for the monument this week to see if the plaque had ever been found and replaced—and lo and behold! the whole huge boulder had disappeared. Maybe someone should notify the Historical society.

EL DORADO HOTEL, Sonoma. Splendid dinners—Italian and American. Bring your guests here for wonderful food and drinks.

College football has been good to us this season—making up for our rather disastrous late season baseball wagers. We've been picking Michigan State mostly of late—and you know she won't lose more than one or two games in any season. But some of the local fans seem never to learn. We're just as good on election bets.

JOHN'S SEWING MACHINE SHOP, 17580 Hiway 12. Repairs, service, parts. All makes. Vacuum Cleaner experts. WE 8-8152.

You know there's a mighty good cleaning plant right here at home, all work done in the plant. And the service is incomparable. It's the Valley of the Moon Cleaners, operated by Mr. and Mrs. Andy Trotto on the highway just above Boyes.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.

MENDEL'S CAFE, Boyes Plaza. Bring your guests here—for the best in steaks, seafood, Spanish dishes. Cocktails, too!

Lions club members will again be busy during the Christmas season. They back Scout troop 15 which will have Christmas trees for sale again this year, and will also stage a free theater party (with candy) at the Boyes theater, probably on the afternoon of the previous Saturday. Yes, and a ladies' night party at Palms Inn, with gift exchange.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

A little prior warning. Unless we have a change of heart, on January 1 Moonbeams by mail will cost $1.59 instead of $1.29 a year, and the ad rates will be advanced from $1 per issue to $1.25. Increased cost of production, including a 30 per cent increase in print paper cost, makes the small boost in prices imperative.

SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

Had thought that Friday night was the poorest in programs of any, but now it seems that Wednesday night is getting pretty much on the down side too. Perhaps some letters to the networks might help.

GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.

You know there's two good trailer parks in the Springs area—one at the Verano wye, the other up the highway just beyond Agua Caliente. One has trees, the other very few, but they're both filled almost to capacity at all seasons of the year. They both have every imaginable convenience and the residents say they like it hereabouts.

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

At Handel's Music shop in Sonoma you can get a list of the top 40 tunes around the country. Last one we saw was heavily slanted to the junky kind of records. Elvis Pelvis mood—and are they moody! Not more than 10 of what might be termed "good" music are on the list. But Handel's say that's what the teenagers want, so they have to keep up with the market demand.

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12 in Boyes. All work done on premises. Fast service. Pickup. WE 8-5830.

Clement W. Miller, landscape architect and tree farm operator of Corte Madera, who gave Hubert Scudder such a race for U. S. congressman from the First district last year, hopes to beat him in 1958. His hat is in the ring. Since the First district ranks second

in the state for republican registration, a democratic victory at the primary or in the general election would rock the heavens.

PLAZA LIQUORS, Sonoma, next to Bank of America. Hard and soft drinks, hors d' ouvres. Snacks, pizzas, delicacies.

Editor Moonbeams: Chemistry, physics, mathematics "mandatory?" Tsk, tsk! Junior just has no time for them. There's a game on this afternoon, dancing tonight, a horror film around the corner, pop's new car to step up to 90 mph. Besides, Junior has "selected" other subjects. For instance: History of baseball, football tactics, dance floor ethics, analysis of the comic strip, report on the 1958 model. Right off we have an A student, and the family a brilliant "scholar." I wonder if these deluded people know that it will take a lot more than this to stay out of a Russian slave camp—or maybe they never heard of them.—D.E.S.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

You're wrong if you think the letter "U" always follows "Q" in a word. How about that Gulf of Aqaba over which our Israeli and Arab friends are constantly squabbling?

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. But also American—steak, poultry, roasts, seafood. Cocktails.

Country editors do like their work. Otherwise they wouldn't put in the long, grueling hours they do. An Illinois editor put it this way:

"I'll still take newspapering over all other jobs in the world. For one thing, you can't stay in the business and go stagnant. If you stay in, you stay on your toes, and if you go stagnant you get out, either by quitting or getting kicked out. It's a great business, like nothing else in the whole wide world, and love it. If someone were to go off his rocker and hand me a million dollars to do with as I chose, I'd start from scratch and build the finest weekly newspaper in the world—and then sit back and watch it tick. Yep, newspapering is a great life. It can't be classified exactly as a profession, a vocation, or a trade. Maybe a disease, maybe a mental derangement, but definitely, a way of life."

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

There's a fleeting period in every man's life, which usually occurs in the 30s, when he feels he is beginning to understand women a little.

MIKE & ROSE'S BOYES SPRINGS STORE. Special low prices last three days each week. Finest steaks in the Valley.

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

Need a washing machine? If a handy man could put in a new "sealer" or something, it would cost very little to fix it. Can be had for the asking. Good condition otherwise, fine wringer. Call Moonbeams (WE 8-4500) for info.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

WHAT'S NEW ON THE MENU? Foreign foods.

Americans have drastically changed their eating habits since World war II. What happened? Overseas travel by young and old.

Traveling Americans found many foreign dishes exotic and to their taste. When they returned home, they began demanding—and getting—dishes that couldn't have been sold to them before.

In rapid order, restaurants added new items and homemakers and backyard chefs began to adopt these foods for the home.

Perhaps the most conspicuous of these foods is pizza, the Italian pie that has swept the USA. There's a wide variety of fillings for this pie, but the tomato and cheese combination remains a favorite. Pizza pie may not be as American as apple pie—but its fans apparently as just as numerous. Many people make a whole meal of pizza and salad.

As entrees go, diners-out have made a big switch in their choice. Those who not so long ago would order roast beef, steak or chicken now order for their main dish:

Shrimp, lobster tails, Rock Cornish game hen, squab, pork tenderloin in sour cream. Hungarian goulash or lamb; also select from a great variety of ocean fish.

And Americans go for flaming foods and baked Alaskas.

Icy Vichyssoise (glorified potato soup) is excellently prepared in many American homes and restaurants. Onion soup, a Paris specialty, has become an American restaurant must. There's a splendid mix for onion soup which makes it simple to prepare at home. This French soup is extra tasty served with croutons sprinkled with grated Parmesan (Italian) cheese.

Moreover, we learn from France: All about Roquefort cheese—and sour cream and chives.

Scandinavia gave us the smorgasbord.

Like Europeans, some Americans find fresh fruits a satisfying dessert.

But most of us are suckers for high calorie desserts. We count calories carefully on the entree, then go wild on a gooey dessert. The gooier the dessert—the happier we are. —Pekin (Ill.) Daily Times.

EDSEL MOTOR CARS. Frank Gregory, 300 France St., Sonoma. G. K. Hardt associate. Phone WE 8-4031 for demonstration ride.

B & L LAUNDROMAT, Fetters. Heavy washings? Bring 'em here —save time, money. Wash, dry, iron. Your neighbors come here!

Dropping in at various stores around the Valley we see they're just about all well stocked with a wide variety of Christmas gift items. Furthermore, you'll find that prices charged in say Santa Rosa stores are as high or higher than those charged right here at home. Added to the advantages of shopping locally are the ease of parking, the gracious service found in every store, the reasonable prices, and the fact that by trading at home our entire local economy is enhanced. Your storekeeper is your friend—why not give him a break this year?

RICHFIELD SERVICE, Boyes. Rebuilding, but on the job all the time. Bud Delaney on duty—fast, efficient service.

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

What does the bride think when she walks into the church? "Aisle alter hymn."

SONOMA ICE DELIVERY, First St. East, Sonoma. Phone WE 8-9969. Home delivery. Cubes. Chunk or shaved ice. Beer & soda.

PAUL'S OLD RANCHERO, Verano. Mighty good dinners. Banquets a specialty. Music Saturdays—Paul and Buff. Cocktails.

Schoolboy essay: "Cats and people are funny animals. Cats have fore paws but only one maw. People have fore fathers but only one mother. When a cat smells a rat he gets excited and so do people. Cats carry tails and a lot of people carry tales too. All cats have fur coats. Some people have fur coats and the ones who don't have fur coats say catty things about the ones who do have fur coats."

BANCROFT NURSERY, Sonoma. Wedding and funeral arrangements. Hospital deliveries. Finest in cut flowers, corsages.

FOUR CORNERS CAFE, So. Broadway. Steam Beer. Pizza in 12 varieties. Domestic and imported beer. Wine, too.

And from our friend Walt Rummel of the Sebewaing (Mich.) Blade:

If you men have been harboring a feeling of guilt about the help you give Friend Wife around the house, here is some news that should help ease your conscience.

Social researchers at the University of Michigan surveyed 450 middle-class homes in Detroit and came up with these surprising (and reassuring) findings:

Six out of 10 married men "never" help with the dishes and do not get their own breakfast "even occasionally."

Only 15 per cent were found to lend a hand with housecleaning.

Mother is "primarily" responsible for such tasks as awakening the children, buying groceries, all cooking, and writing the family correspondence.

Feel better, men?

The editor concludes: "In case you want to clip this item for future reference, go right ahead. But take it out of your own copy of the paper. I'm clipping this one out for myself."

DENNY'S COG CLUB, Boyes. Gene, Bud or Denny will greet you. It's sportsmen's headquarters—hunters, fishermen, football fans.

Chatter between two girls having late-day drinks at a cocktail party: "I swear, I don't understand how the Russians can be so nasty," commented one of them. "Just two sips of vodka and I like everybody."

HEMSTITCHING, Covered Buttons, Belt Buckles, Buttonholes, Yardage; Also material and supplies for weddings and formals. John's Sewing Machine Shop, 17580 Hiway 12. WE 8-8152.

If brevity is the soul of wit, then women's bathing suits are getting funnier and funnier.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

Etiquette: Learning to yawn with your mouth shut.

Repartee: The witty answer a man thinks of on his way home from the party.

Girdle: Polite name for a plain old-fashioned pot holder.

Old Age: That time of life when a man flirts with girls but can't remember why.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.

THEY'D LOVE YOU if you subscribed ($1.29 a year) for Moonbeams for those relatives and friends of yours down south or over across the mountains to the east.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

Your Garden: Tie down long canes on your climbing roses so they do not get damaged when a stiff wind comes along to snap them around as though they were buggy whips.

Cut back perennial plants that have finished blooming or have gone ragged. Included: Delphinium, gaillardias, daisies, phlox.

SONOMA RUBBER STAMP SHOP. Your 3-line address stamp, $2. Call WE 8-4160. We also have metal signs.

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